



Idaho One-Stop Policy for Idaho American Job Center branding

Adopted October 25, 2017

Reference: WDC 10-25-2017 Transmittal #3; 20 CFR §678.900

History: None. New policy under WIOA.

Purpose: Comply with federal requirements and standardize the use of the American Job Center branding in the Idaho American Job Center Network

Policy:

The final regulations for the Workforce Innovation and Opportunity Act (WIOA) require a common identifier to be placed on all primary written and electronic resources used in the one-stop delivery system. The common identifier is "American Job Center" or "a proud partner of the American Job Center network." This policy provides guidelines to Idaho American Job Center Network partners for how and when to use the common identifiers.

Requirements

The "American Job Center" logo must be used at comprehensive and affiliate American Job Center building locations.

The "a proud partner of the American Job Center network" tagline must be used:

- By required one-stop partners providing employment and training services;
- On any published information materials accessed by one-stop customers in an AJC or network partner location – electronic or paper; and
- As co-branding whenever the provider logo is used. The tagline is not required if no other provider logo used.

Any Idaho American Job Center network partner is encouraged to use the tagline “a proud partner of the American Job Center network” at their physical locations, on other electronic or written materials, or other products as appropriate.

Style:

Partners may use any of the styles provided by USDOL in their [American Job Center – Graphics Style Guide for Partners](#).

Examples include:



A proud partner of the  network

Implementation

For written materials: Partners are expected to adopt the American Job Center branding on existing written materials whenever they are set to be reprinted.

For electronic resources: Partners are expected to adopt the American Job Center branding on electronic resources whenever the websites are redesigned.